

Where to buy local
Cider & Perry
specialist retailers

Your one-stop shops to buying locally
produced cider & perry

Orchard Hive & Vine

Mr Geoff and Mrs Sue Morris, 4 High Street, Leominster HR6 8LZ
Tel 01568 611232 Fax: 01568 611232
Email: sales@orchardhiveandvine.co.uk Web: www.orchardhiveandvine.co.uk
Opening times Monday-Saturday: 9.30am-1.30pm and 2pm-5.30pm

Ciders and perry from all the producers on the Cider Route plus local wines, beers, fruit
liquors, apple juice and delectable local ice-cream by the cone. Free tastings.
Directions We are in the main high street of Leominster, near the Buttercross.

The Hop Pocket Wine Company

Mr Patrick Shave, The Hop Pocket Craft Centre, New House Farm,
Bishops Cleeve, Herefordshire WR6 5BT
Tel 01531 640592 Fax: 01531 640592
Email: sales@hoppocketwine.co.uk Web: www.hoppocketwine.co.uk
Opening times Tuesday-Saturday 10am-5.30pm, Sunday 12pm-5pm

The Hop Pocket Wine Company stocks over 60 local Ciders and Perry's, and also local
wines, ales and spirits. We offer free cider tasting every day. The craft centre also houses a
gift shop, delicatessen and restaurant.

Directions From Bromyard, follow the B4214 signposted to Ledbury, and after passing
through the village of Bishops Cleeve, turn left where indicated into the Hop Pocket Craft
Centre.

Hereford Cider Museum & King Offa Distillery

Mrs M Thompson, 21 Ryelands Street, Hereford HR4 0LW
Tel 01432 354207 Fax: 01432 371641

Email: info@cidermuseum.co.uk Web: www.cidermuseum.co.uk
Opening Times: April-October 10am-5pm, November-March 12pm-4pm (closed Mondays)
Admission adult £3, concession £2.50, students and children £2 (please check prices before visiting)
In the heart of Herefordshire discover the history of Cidermaking worldwide. Sample cider
brandy, cider liqueur and apple aperitif, all produced by the King Offa Distillery. Special
exhibitions and events are held throughout the year including the annual Cidermaking
Festival in October. New galleries for 2005 include a display of 19th century watercolours
illustrating different varieties of apples and pears and an exhibition of 18th century cider flutes.
Tea room and gift shop.

Directions From the centre of Hereford, follow the A438 (Egan Street) signposted to Brecon,
and turn right at the traffic lights towards Sacoebury. Bear right at the mini roundabout and the Cider
Museum is then on the right hand side.

CiderDiary
dates to remember

The Big Apple in Herefordshire
1st - 2nd May 2005 & 15th - 16th October 2005
Unique community events amongst the orchards.
Enjoy Blossomtime each May in the village of Putley.
Taste more than 40 ciders, meet cidemakers, walk
through orchards in blossom. In mid-October in
neighbouring Much Marcle, watch the cidemaking,
see cider fruit displays, walk in orchards, eat cider
cake, drink cider and much more.
Try making cider for yourself at our enthusiasts' day.
Tel 01531 670544 for information

Cider Making Festival

15th - 16th October 2005
Celebrate the Cider harvest with demonstrations
of traditional cidemaking. Herefordshire
beekeepers honey competition, coopering and
rural crafts. Westons Shire Horse Dray rides.
Activities for all the family.
Tel 01432 354207



Hereford 1 King Street, Hereford HR4 9BW
Tel: 01432 268430 Fax: 01432 342662

Ross-on-Wye Eddle Cross St., Ross-on-Wye HR9 7BZ
Tel: 01989 562768 Fax: 01989 565057

Ledbury 3, The Homend, Ledbury HR8 1BN
Tel: 01531 636147 Fax: 01531 634313

Leominster 1 Corn Square, Leominster HR6 8LR
Tel: 01568 616460 Fax: 01568 615546

Queenswood Queenswood Country Park,
Dinnmore Hill, nr Leominster HR6 OPY
Tel: 01568 797842

Bromyard The Bromyard Centre,
Cruxwell Street, Bromyard HR7 4EB
Tel: 01432 260621 Fax: 01432 383031

For general information on the county:
tourism@herefordshire.gov.uk

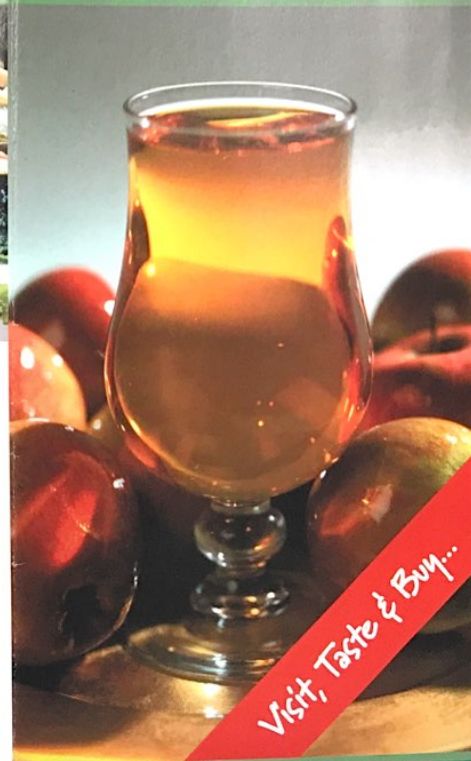


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Herefordshire
CiderRoute
www.ciderroute.co.uk



WWW.VISITHEREFORDSHIRE.CO.UK

Herefordshire

the real cider country

Throughout Herefordshire there is a strong tradition of farm cider-making. Farmers produced cider to be drunk by the farm labour force during the following year, especially the busy times of hay-making and harvest. Farmers used to sell cider to local pubs and cider merchants for re-sale in towns.



a history in brief

For 350 years cider production in Herefordshire has been on a rollercoaster, periodically rising to become an industry of great reputation. Throughout this time Herefordshire has been the major player in cidemaking in Britain and Herefordshire people have led the way. There is no better place to find out about cider.

Bulmers the world's biggest cider-maker, was built in 1887 by local vicar's son, Percy Bulmer. Today, they make approximately 65% of the 5 million hectolitres of cider enjoyed in the UK today. Each year, Bulmers press around 80,000 tonnes of cider apples, from 9,000 acres of local orchards. Although tours of Bulmers are not currently available, you will see many of their orchards as you travel around the beautiful countryside of Herefordshire, following the Cider Route. Hopefully you will also enjoy a pint of Strongbow, Scrumpy Jack or Woodpecker at one of the area's many fine pubs.

Bulmers
c/o Ms Fenella Tyler
The Cider Mills, Plough Lane, Hereford
HR4 0LE
Tel: 01432 294097
Email: fenella.tyler@scottish-courage.co.uk
Web: www.bulmers.com



how to enjoy Herefordshire Cider

make it precious...

Drink it! Ask for Herefordshire cider in pubs and restaurants.

Eat it! Look out for dishes using cider if you eat out.

See it being made You can visit many producers.

Learn about its history and traditions The Cider Museum in Hereford is a good place to start.

Become a connoisseur Many venues invite you to sample a range of ciders and perries.

Take some home with you Taste Herefordshire and bring back memories, or spoil your friends.

Get involved A number of events enable you to talk to cider makers and even participate in making cider yourself.

Enjoy the cider landscape Orchards are special places in all seasons - blossom in spring, shade in summer, apples in the autumn and mistletoe in winter.

Explore at a leisurely pace Take a country walk (many rights of way pass through orchards) or cycle ride (an excellent way to reach the various venues). Herefordshire Tourism produce a range of cider cycling routes.



AND REMEMBER Don't drink and drive!



Producers

1 Dunkertons Cider Co.

Mr Ian & Mrs Sue Dunkerton
Lunley, Penbridge, Leominster HR9 9ED
Tel: 01544 388653
Fax: 01544 388654
Email: enquiries@dunkertons.co.uk
Web: www.dunkertons.co.uk
Opening Times: Monday-Saturday
Summer 10am-5pm, Winter 10am-5pm
Admission: free

Dunkertons Cider Mill is the further west you can venture on the Cider Route towards Hereford. It is situated in rolling farmland on the edge of the black and white village of Penbridge. Our ciders are certified Organic by the Soil Association. We invite you to come and taste, brought from the oak casks, the fruit of 20 years' experience and experience of blending traditional varieties of cider apple. In the Mill you can see how the cider is made and witness our recent progress from a 1970s hydraulic press to 2004's stainless steel belt press.

In the shop you will be served by one of our cider makers and can purchase draught or bottled, still or sparkling, dry to sweet. We grow some fruit from local farmers but over the years have planted 3,700 apple trees, including fully improved, breakdown, seedling and Shropshire, and an avenue of standard Perry trees intended to produce fruit for up to 100 years. It is usually possible to walk in the orchards, so please ask for a written guide. Guided tours for parties of 10-20 can be booked in advance.

Directions: From Leominster, follow the A47 towards Kingston and Wagerston until coming to the village of Penbridge, in the centre of the village, turn left, just by the New Inn, and follow the line up the hill and out of the village. Proceed over a stone wall and Dunkertons' red trees be found a short distance along on the left hand side.

2 Newton Court Cider

Mr Tony & Mrs Paul Stephens
Newton Court, Newton, Leominster HR9 9PE
Tel: 01568 611721 Fax: 01568 611721
Email: ton@newtoncourt.co.uk
Opening Times: shop open all year, Friday-Sunday and Bank Holiday 10am-5pm, Admission: free

Newton Court is produced from organically grown standard trees at Newton, some of which are the oldest in the country. Perry is also made from locally grown pears.

Directions: From Hereford, take the A47 towards Leominster and at the roundabout at Highgate, turn left onto the A47, proceed to Newton, turn left onto the A47, proceed to Newton and the Cider will be found down this lane.

3 Burford Organics

Mr and Mrs Martin Harris
Burford Farm, Bowley Lane, Bodenham, Hereford HR1 3LG
Tel: 01568 797195
Web: www.burfordorganics.co.uk
Opening Times: All year, Friday-Sunday and Bank Holiday 10am-5pm, Admission: free

Burford Farm is an organic smallholding specialising in cider, perry, pork and eggs. Our ciders and perry have achieved a number of awards, both local and national and our range extends from still draught to homestyle style sparkling products. All are available to taste and buy at our farm shop.

Directions: From Hereford, take the A47 towards Leominster and at Highgate, turn left onto the A47, proceed to Burford, turn left onto the A47, proceed to Burford and the Cider will be found down this lane.

4 Oliver's Cider & Perry

Mr Tom Oliver
Stankbridge, Cide Pychard, Hereford HR1 3RE
Tel: 01432 820569 Fax: 01432 820569
Email: oliversciderandperry@btinternet.com
Web: www.oliversciderandperry.co.uk
Opening Times: by appointment only please phone in advance. Admission: free

Craft producers of fine, distinctive Herefordshire and Three Counties ciders and perry. Farm single varieties and blends in bottle and draught, oak, carboys, bottle conditioned and bottle fermented. Flavour of Herefordshire Producer of the Year 2003. Winner of best bottled perry at Royal Bath and West Show 2003 and 2004. Member of Slow Food and supporter of Three Counties Perry Association. Member of the Three Counties Cider and Perry Association. Cider and perry to celebrate the beauty and quality of the Herefordshire countryside and the land.

Directions: From Hereford, take the A47 towards Bromyard and after passing through Cide Key, take the right hand turning, proceed to Cide Pychard, where Oliver's will be found on the left hand side. If you reach the roundabout at Burley Gate you have gone too far.

5 Knights Cider Ltd

Mr Zaz Knight
Crumpston Oaks Farm, Stordridge, Malvern WR13 5HF
Tel: 01684 568867 Fax: 01684 569334
Email: enquiries@knights-cider.co.uk
Web: www.knights-cider.co.uk
Opening Times: all year, Saturday and Sunday 10.30am-5pm, Admission: free

The Knight family have been growing and pressing cider apples here at Crumpston Oaks, nestled in the foothills of the Malverns, for three generations.

The success of our most ciders in winning many awards, locally and internationally, has justified the drive to produce our ciders from only 100% hand-picked cider trees. Over the last 20 years, we have increased our orchards from 25 to 200 acres (expanding 10,000 established trees with a further 10,000 trees in our nursery for planting in 2004). The combination of traditional fruit and careful blending, together with modern equipment and hygiene, enables us to create consistent quality refreshing ciders.

Passionate about the future of English orchards and real ciders reaching a wider public, we are convinced that now is the moment to launch 'Malvern Cider' and 'Malvern Oak', nationally. Knight's Real Cider is produced from a unique blend of bitter-sweet cider apples and is free from artificial flavours, colours, sweeteners and apple concentrate. Dedicated to the future of quality ciders, from blossom to bottle.

Directions: From Hereford, take the A47 to Worcester and in Stordridge, turn off along the B4718, signposted to Malvern and Cheltenham. Knight's Cider is approximately 300 yards along this road.

6 Ledbury Cider & Perry Co.

Mr Brian Wilkes
Old Kennels Farm, Bromyard Road, Ledbury HR8 1LG
Tel: 01531 635024 Fax: 01531 635107
Email: sales@ledburycider.co.uk
Web: www.ledburycider.co.uk
Opening Times: please contact for cider related visits. Admission: free

Situated on the edge of Ledbury in an area of outstanding natural beauty, we are a small farm with rolling orchards and produce cider from our own orchards.

Directions: From Ledbury town centre, follow the B4214 towards Bromyard and just after passing under the railway bridge, turn right into Old Kennels Farm.

Herefordshire CiderRoute

www.cideroute.co.uk



Producers

- NT National Trust
- Prime Site
- Railway Station
- Tourist Information
- Airfield
- Viewpoint
- Country Park
- Wheelchair Access
- Orchard Visits

Welcome to Herefordshire's World of Cider

Featured on our Cider Route are a range of Cider Producers who have opened up their doors allowing you to peep into the fascinating world of Cider & Perry production and taste cider and perry straight from the casks.

An excellent starting point for your Cider Route is the Cider Museum in Hereford, where you will discover the history and development of cider production. After which, head out into the Herefordshire countryside to visit some of the other cider producers listed and experience for yourself the true taste of Herefordshire Cider.

Admission prices and times are for 2005. Please contact cider makers direct to check details.

Producers

7 Westons Cider Visitor Centre

Mr Rosemary Morris
The Bounds, Much Marcle, Ledbury HR8 2HQ
Tel: 01531 660108 Fax: 01531 660619
Email: tour@westons-cider.co.uk
Web: www.westons-cider.co.uk
Opening Times: Monday-Friday 10am-4.30pm, Saturday & Sunday 10am-4pm. Show House Open Daily & Farm only open between Easter and end of September.
Admission: free (hours, day rides & farm - small charge).

Deep in the heart of the Herefordshire countryside, Westons is situated in the old village of Much Marcle. Nestling on a gentle hillside amongst apple and pear orchards, 'The Bounds' with its 400 year old farmhouse is the centre piece to a unique day out for all the family. A tour around our cider mill and be treated to a thorough history lesson. Hear how cider is produced, from the picking of our orchards to the moment our premium cider is poured into a glass. Step back in time as you experience the traditional and elegant art of cider making. Our historic mill was, some 200 years old and still used.

Sample our cider, perry and all our drinks FREE in our shop. Over fifty products offer every palate a taste sensation: cloudy or clear, sweet or dry still or sparkling, strong or low alcohol, organic, vintage or pure cider with elderflower. This choice is yours! During your visit, stroll through our award winning Henry Weston Garden into the Museum and Botanic Museum that houses over 1,000 different cider bottles. Visit the Show House Open Daily, a wonderful historic house. Traditional & Fine French Farm, Children's Playground and The Show House Restaurant & Bar, there is something for everyone.

Directions: From Ledbury, travel towards Ross on Wye on the A449 and at Much Marcle crossroads, turn right onto the C162, signposted to Woodpeck. Westons is three quarters of a mile on your right.

8 Gregg's Pit Cider & Perry

Mr James Marsden
Gregg's Pit, Much Marcle, Ledbury HR8 2HL
Tel: 01531 660687
Email: info@gregg-pit.co.uk
Web: www.gregg-pit.co.uk
Opening Times: May-October, Saturday and Sunday 10.30am-5pm. Visiting by appointment only, please telephone to check availability. Admission: free

Established in 1894, we make our cider and perry using 100% juice of fruit from our own and neighbouring orchards. We specialise in perry, winning the Big Apple trials seven times since 1996.

Directions: From Ledbury, take the A449 towards Ross on Wye. At the signposted crossroads at Much Marcle, turn left and Gregg's Pit is a short distance along on the right hand side.

9 Lyne Down Farm

Mr Carol Westlake
Lyne Down, Much Marcle, Ledbury HR8 2HT
Tel: 01531 660543 Fax: 01531 660707
Email: carol@lynedownfarm.co.uk
Opening Times: most times, subject to availability - please phone before visiting. Admission: free

Traditional methods are still used to make farmhouse cider and perry using a 100 year old scatter mill and antique twin screw press. Draught, bottled, still and sparkling available.

Directions: From Ross on Wye, take the A449 towards Ledbury. After four or five miles, turn left signposted to Lyne Down, then right at the next turning, where Lyne Down Farm will be found a short distance along.

10 Broome Farm

Mr Mike Johnson
Broome Farm, Penentrow, Ross on Wye HR9 6GG
Tel: 01989 769556 (cider)
Email: info@broomefarm.co.uk
Web: www.broomefarm.co.uk
Opening Times: most days, telephone to confirm availability. Admission: free

Cider has been made at Broome Farm by the Johnson family for over 70 years. There are now over 70 varieties of cider apples and perry trees growing on the farm enabling the creation of individual blends of award winning cider and perry. All Broome Farm cider and perry is made from whole fruit juice - never added the juice is allowed to ferment with its own natural yeasts.

The cider cellar is open most days for tastings and sales straight from the barrels and there is also a selection of bottled cider and perry available, both single varieties and blends. Visitors can enjoy a signed orchard walk, say hello to our lovely animals. Group tastings and tours by arrangement.

Directions: From Ross on Wye, take the A47 towards Hereford and in the village of Penentrow turn right, follow the signs to Broome Farm and the farm shop is a half a mile down the lane on the right hand side.

11 Gwatkin Cider

Mr Denis Gwatkin
Moorhampton Farm, Abbey Dore, Hereford HR2 0AL
Tel: 01981 550258
Opening Times: Open 10am-5pm, please contact for availability before commencing your journey. Admission: free

Award winning farmhouse cider and perry. All made from pure fruit and matured in oak barrels. Many single varieties of each sort, available from the farm shop on site, which sells and produces many other local products. Free tasting available. Tours and trips by appointment please.

Directions: From Hereford, take the A403 towards Abergavenny and at Pontilley turn right onto the B4747 towards Abbey Dore. Pass through Pontilley, Evesham and Abbey Dore. After leaving Abbey Dore, follow the road round a sharp right hand bend then a sharp left bend. Moorhampton Farm will be found next to the road after another half mile or so.



"PERRY" is made from the perry pear. Perry can be clear, pale to golden yellow in colour or almost cloudy and milky, resembling traditional lemonade. The aroma is subtle and wide ranging suggesting hints of hedgerow fruits, exotic citrus, meadow flowers and maybe pear.

On the palate the acidity and tannin is balanced by the perry pear's unfermentable sugar. The Three Counties of Herefordshire, Worcestershire and Gloucestershire and adjoining Monmouthshire have been the centre for perry production since the 1600s. Perry pear orchards are unfortunately becoming fewer, with lack of replanting due to falling economic returns, and frequently only single old trees remain. However the soil, the climate especially sunshine and rainfall, with the shelter of established high hedges make this area ideal for perry and it is encouraging to note new plantings taking place and a revitalisation of the craft of perry making. There are 30 plus perry makers in The Three Counties, of which about 20 or so make perry for sale. It can be found at the farm gate, in the disarming pub and at other specialist outlets but still is a "rare" drink. The "Three Counties Perry" Slow Food Production aims to help raise awareness of perry, safeguard the associated biodiversity and maintain, protect and enhance the skills involved in the production and marketing of perry.

www.threecountiesperry.co.uk